

ABSTRACT OF THE DISCLOSURE

A first data terminal device receives a bonus-attached file including a shop bonus provided to a user and a bonus identifier for uniquely identifying the bonus, and stores the bonus identifier included in the bonus-attached file. A second data terminal device previously stores another bonus identifier for uniquely identifying the bonus provided to the user of the first data terminal device. Through data communications with the first data terminal device, the second data terminal device requests the bonus identifier on the first data terminal device side. If determining that the bonus identifier received from the first data terminal device is the same as the data identifier stored therein, the second data terminal device provides the bonus specified by the bonus identifier to the user of the first data terminal device. In such a manner, the data transmission system is improved in user's usability with no more need for printing coupons.